

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, August 27, 2014

860.429.2740

4:15 pm

Minutes

Present: Chair Toni Moran, Riley Hasson, Janet Jones, Shawn Kornegay, Connie Neal, Betsy Paterson, and Cara Workman

Staff: Kathleen Paterson, Cynthia van Zelm

1. Call to order

Chair Toni Moran called the meeting to order at 4:16 pm. Ms. Moran introduced new Committee member Riley Hasson and Committee members introduced themselves.

2. Public comment

There was no public comment.

3. Approval of Minutes from May 28, 2014 and June 25, 2014

Betsy Paterson made a motion to approve the May 28, 2014 minutes. Cara Workman seconded the motion. Riley Hasson abstained. The motion was approved.

Ms. Workman made a motion to approve the June 25, 2014 minutes. Shawn Kornegay seconded the motion. Ms. Workman, Ms. Paterson, and Janet Jones abstained. The motion was approved.

4. Update from Art Fair subcommittee

Square Fair Chair Janet Jones reported that the August Square Fair went well but had lower attendance than the past Fairs. She and Kathleen Paterson said it was likely due to rain early in the event. Ms. K. Paterson noted that the vendors did not have any concerns. Ms. Jones said the last Square Fair is September 26.

The Committee discussed some ways to reach out to UConn students about the Square Fair. Ms. Hasson noted that Oaks residents did get an e-mail from Oaks staff. Ms. K. Paterson said there are posters in the mailrooms of each building and a lot of marketing is done through social media. Ms. K. Paterson said the Oaks staff cannot place info in each mailbox; a separate flyer would have to go through the US Postal Service. **Cynthia van Zelm will follow-up on more outreach through John Armstrong, Director of Off Campus Student Services.**

Ms. Jones thanked Ms. K. Paterson for all her work on the Square Fair.

Connie Neal asked about the effect of the new lighting set-up. Ms. K. Paterson said she thought it went well and the vendors liked it.

Ms. Moran asked Ms. Jones for a summary of the Square Fair and lessons learned. Ms. Jones said she would follow-up.

Ms. Workman suggested simple beverages and food, and music for next year. She thought the Storrs Center businesses might be able to do tastings so not to deter from the business inside their restaurants.

5. Update from Festival subcommittee

Ms. Paterson said the largest challenge is the set-up in the new space on the Town Square and surrounding streets. When they leave, vendors will need to walk their booth materials to their cars.

She said there are 96 booths committed.

Ms. Paterson asked for more volunteers. Ms. Workman and Ms. Kornegay committed to being Area Captains. Ms. Hasson said her basketball team would volunteer. Ms. Workman said she also has two students who might be able to help.

Ms. K. Paterson passed out a draft of the Festival site plan and reviewed it with the Committee.

Ms. K. Paterson said that vendors will be directed to arrive at particular times to help with the efficiency of set-up.

Ms. Jones asked about a map for visitors of the booths. Ms. K. Paterson said there will be handouts with a general map of the Festival site but each booth site and vendor name will not be designated. The map would not be big enough to achieve this effectively. **Ms. Kornegay suggested including a QR code on the map that would link to the website with the name of all the vendors.**

Ms. K. Paterson said the Thompson family who has owned Thompson's General Store for years has agreed to serve as the Grand Marshal.

Ms. Moran asked about other events going on the same weekend as the Festival. Ms. K. Paterson said the Festival subcommittee decided to not try and plan additional events for that weekend partly given that the Town Square celebration will not be held until the spring.

Ms. Moran asked about any coordination with UConn's Cornucopia. Ms. K. Paterson said she reached out to the Cornucopia coordinator but there was not a lot of interest expressed by the coordinator at that time. She said the Festival is listed on the UConn Family Weekend schedule. Ms. K. Paterson said the Festival is also advertised through table tents on the tables in all the UConn dining halls.

6. Update on October dog-themed event

Ms. Workman passed out a draft flyer for the "Pup Crawl" which will be held on October 18 from 9:30 am to 11 am. It will be a walk from the Town Square to the Moss Sanctuary and back. It is National Adopt a Dog Month. Donations will go toward the Friends of Mansfield Animal Shelter. She said that veterinarian Todd Friedland will do a tick check overview as part of the event. The Mansfield Animal Shelter will also have a presence.

The poster will be distributed to vet offices, Storrs Center businesses, the library, etc. Flyers will be distributed as well.

Participants will need to sign a waiver regarding keeping their dog on a leash, it being vaccinated, etc. **Ms. van Zelm will ask Partnership attorney John Zaccaro to review a sample waiver (done).**

Ms. Workman, Ms. K. Paterson, and Ms. Jones are continuing to work on in-kind donations.

Attendees will be encouraged to patronize the restaurants.

7. Review event calendar for October 2014-March 2015

Ms. K. Paterson said that the CT Office of Tourism (ctvisit.com) has a deadline of Friday to post events on its website through March 2015.

She reviewed potential dates with the Committee.

Trick or treating in Storrs Center is proposed for Saturday, October 25 from 4 pm to 5 pm.

The Committee agreed that December 13 is a good day for Winter Welcome. Last year, there were carolers, Santa, and businesses participated with hot cocoa, cookies, etc. This year, with the Town Square in place, there may be more opportunities on the Square.

Winter Fun Week is proposed for Feb. 1 through Feb. 8. Winter Fun Week ties together the various events occurring in town and at UConn.

Ms. Moran asked about Valentine's Day? Ms. K. Paterson said that traditionally, the Partnership has not sponsored an event that day. In a prior year, master developer LeylandAlliance solicited events to advertise for that day but did not get a huge response.

8. Adjourn

Ms. Paterson made a motion to adjourn. Ms. Neal seconded the motion. The motion was approved and the meeting adjourned at 5:40 pm.

Minutes prepared by Cynthia van Zelm